

**WCCO-TV QUARTERLY ISSUES/PROGRAMS REPORT  
PERIOD JULY 1, 2008 THROUGH SEPTEMBER 30, 2008**

ATTACHED ARE LISTINGS OF BROADCASTS OR BROADCAST SEGMENTS WHICH, IN THE STATION'S JUDGEMENT, REFLECT THE STATION'S MOST SIGNIFICANT TREATMENT OF ASCERTAINED COMMUNITY ISSUES DURING THE PERIOD JULY 1, 2008 THROUGH SEPTEMBER 30, 2008.

PROGRAM INDEX: **"WCCO 4 News"** is a regularly scheduled half-hour newscast at 5:00, 6:00 and 10:00 p.m. Duration of stories listed in this report range from 1 to 12 minutes.

**"60 MINUTES"** is a regularly scheduled one-hour CBS News magazine show. Segments run approximately 12 minutes.

**"48 HOURS INVESTIGATES"** is a regularly scheduled one-hour CBS News magazine show. Segments run approximately 12 minutes.

CONSUMER: NWA Charging to Check Bags, Simon Delivers, Car Loans

**July 9, 2008, WCCO 4 News, "NWA Charging to Check Bags"** - Northwest Airlines announced it plans to charge \$15 to check one bag of luggage and up to \$100 to redeem a frequent flier award ticket. The airline said it expects the new fees to add \$250-\$300 million a year in revenue. Some customers are considering other options such as putting more in carry-on bags or shipping their luggage. **July 16, 2008, WCCO 4 News, "Simon Delivers"** - Simon Delivers, a popular online grocer is shutting its doors. The company's president sent out letters to its 20,000 customers saying the recent spike in food and fuel prices has forced them to make the difficult decision to close. The company's 300 employees have lost their jobs. **September 29, 2008, WCCO 4 News, "Car Loans"** - The financial crisis is having a widespread impact on Minnesotans' retirement accounts, mortgage access and car loans. Local car dealers are struggling to find loans for people with any kind of credit troubles, and struggling to explain that new reality. Customers with clean credit records can still get money and Minnesotans have higher credit scores than most. However, the same traits that keep conservative spenders from getting into credit trouble are also keeping them off the lots. Dealers are not carrying as much inventory as they did 6 months ago. However, there is an exception to the trend. More people are paying cash for cars as opposed to financing, and are buying cars they can afford, as opposed to the ones they can't.

CRIME AND PUBLIC SAFETY: Van Arsons, Text Ban, Protestors, RNC Protests,

**July 16, 2008, WCCO 4 News, "Van Arsons"** - Police in Savage are investigating a fire at a local business that destroyed several vans. Someone set six vans on fire at RLX Vans, a company that converts mini vans into handicapped-accessible vehicles. The vans

cost \$60,000 new and are designed for handicapped people who have no other way of getting around. **July 31, 2008, WCCO 4 News, “Text Ban”** - A new state law will go into effect in August. The law bans anyone from sending or receiving any text messages or emails while driving or sitting at a stoplight. Police are saying ticketing will be based on the officer’s perception of what the driver is doing, and depending upon the municipality, the fine could be up to \$300. **September 1, 2008, WCCO 4 News, “Protestors”** - It was the kind of image city officials hoped not to see on the first day of the Republican National Convention – officers in riot gear posted on corners all over downtown St. Paul. Mobile field officers were sent in when a group of anarchists split from the main protest rally and took their message to the streets. They ignored police orders and quickly clashed with officers on bikes. Several got a dose of pepper spray. Officers on horses also joined the show of force on the street. Some carried cameras to document their responses as protestors taunted them. **September 2, 2008, WCCO 4 News, “RNC Protests”** – After yesterday’s violence, St. Paul police estimate up to 10,000 protestors marched the streets of downtown St. Paul. Some attacked delegates and smashed out windows. Others slashed car tires and hurled bottles. One hundred-fifty National Guard members were called to help. There were about 300 arrests for violent behavior outside the RNC.

DIVERSITY: Hmong RNC, Black Fire Chief, Wrong House

**July 17, 2008, WCCO 4 News, “Hmong RNC”** - The Cambodian Republican Coalition was started back in the early 80’s and there are more than 100 members. They’ve been meeting in restaurants and private homes to push the GOP message, which is the same message of many grassroots political groups. Their goal is to educate Cambodians about the political process, and encourage them to vote. **July 28, 2008, WCCO 4 News, “Black Fire Chief”** - The City of Minneapolis is getting its first black fire chief. Alex Jackson was approved for the department’s top job. He has been with the department for more than 27 years and will be in charge of more than 450 people and a budget of more than \$50 million. Although he’s proud of being the first black fire chief, he says he’s focusing on his career, not his color. **July 29, 2008, WCCO 4 News, “Wrong House”** - The Minneapolis Police Department SWAT Team went to a North Minneapolis House looking for gang members’ guns after a bad tip from an informant. No one was injured in the shootout, but the house was left riddled with bullet holes and broken glass. Two days later, Minneapolis Police Chief, Tim Dolan met with the frightened Hmong family, which includes six children, to apologize for the wrong raid. The family has notified the city they plan to file a lawsuit over the botched raid.

ENVIRONMENT: Conservation Report, Bike Girl

**July 8, 2008, WCCO 4 News, “Conservation Report”** – The Statewide Conservation and Preservation Plan team will report their plans to restore the state’s shallow lakes, wetlands, streams and lakeshores. The report will also recommend the state acquire 54,000 acres of private land within state parks. The University of Minnesota’s Institute on the Environment leads the team. A major goal of the team is to help figure out spending of the state’s environmental fund. **July 29, 2008, WCCO 4 News, “Bike Girl”**

- A 14-year-old Twin Cities girl completed a marathon 32-day bike ride from Minneapolis to Washington, DC. Liza Stoner wanted to hand-deliver a petition to Congress, asking for laws to provide tax credits and incentives to encourage companies to make electric cars. She presented the petition to Minnesota Senator Amy Klobuchar who promised she'd work to carry out Liza's goal.

GOVERNMENT: Transit Tax, Police Ad, St. Paul Taxes.

**July 1, 2008, WCCO 4 News, "Transit Tax"** – Effective today, the sales tax in Anoka, Hennepin, Ramsey, Washington and Dakota counties is going up. The tax will increase one quarter of a percent and will pay for bus and rail systems. Food and clothes are still tax-exempt. Along with the sales tax hike, a new \$20 tax on buying cars will go into effect, as well. **August 18, 2008, WCCO 4 News, "Police Ad"** – St. Paul's police union released a new radio ad expressing its unhappiness with its latest contract offer from the mayor. The union says officers in the suburbs and in Minneapolis make more money. The St. Paul Police Federation says Mayor Chris Coleman is not paying the officers competitively because the federation didn't support Coleman in the last election. The federation is agreeing to the mayor's 3-1/4 percent wage increase over the next three years, but wants to see an additional 2.3% in 2010. The dispute is expected to go to arbitration. **September 24, 2008, WCCO 4 News, "St. Paul Taxes"** – The St. Paul Public School Board has approved its maximum property tax levy for the 2009-2010 school year. The levy is up nearly 4% from last year. It may not mean a boost in property taxes for everyone. Some homeowners will actually see their bills go down. However, Ramsey County is also proposing a tax increase along with the City of St. Paul.

HEALTH: Back Surgery, Glucose Monitoring, Med Diet.

**July 11, 2008, WCCO 4 News, "Back Surgery"** – A new procedure allows surgeons to do an entire back operation with the use of a high tech instrument called the O-Arm. To replace discs and fuse vertebrae, surgeons insert rods made from a space age material through small slits in the patient's back. The rods are inserted in such a way as to help the bone to grow and become the final glue. This minimally invasive approach means a shorter hospital stay, quicker recovery, no blood loss and less exposure to radiation for the patient. **September 12, 2008, WCCO 4 News, "Med Diet"** - The Mediterranean diet may give an even bigger health boost than previously thought. Earlier research indicated a diet rich in fish and vegetables and low in red meat and dairy products led to a lower risk of cancer and heart disease. Now, a new study has shown people who follow these eating guidelines also have a significantly reduced danger of Parkinson's and Alzheimer's disease. **September 16, 2008, WCCO 4 News, "Glucose Monitoring"** – People with Type 1 Diabetes have reason to be encouraged. A study revealed a new type of glucose monitoring, continuous glucose monitoring, that allows people with diabetes to control their blood sugar levels more easily than conventional methods. A sensor is attached to the patient's body that reads blood sugar levels. It beeps when blood sugar levels are too high or too low. If the levels are too high, a pump actually injects insulin into the patient's body. The advantage is that monitoring is taking place continually.

The study showed that this type of monitoring has helped many adults improve their blood sugar levels.

**WOMEN:** Mothers Commute, Head of Household, Strib Lawsuit

**July 8, 2008, WCCO 4 News, “Mothers Commute”** - A new study shows Minneapolis has the greatest number of working, married women in the country. The study also indicates 79% of the married, white women, ages 22-55, with at least a high school diploma work in Minneapolis. Nationally, the average is 67%. New York has the lowest rate, with 49% of married women in the work force. **September 26, 2008, WCCO 4 News, “Head of Household”** - A recent Pew Research study just looked at gender and power at home. It finds that in 43% of couples, women make most of the decisions on everything from weekend activities, to finances, to major purchases and what they watch on television. The survey also found that most women have the final say in most of the decisions and that 43% of men shared with decision, or just deferred to the women in their lives. **September 30, 2008, WCCO 4 News, “Strib Lawsuit”** – The Star Tribune is facing a lawsuit by female employees alleging sexual harassment. All of the women used to work in the newspaper’s mailroom. The lawsuit claims the women were subjected to sex propositions and inappropriate comments and other forms of harassment. Officials with the Star Tribune deny the allegations and both sides are now trying to settle the lawsuit before it goes to trial.

**YOUTH AND FAMILY:** Cell Phone Cancer, Autism Treatment, MN Delegate

**July 27, 2008, WCCO 4 News, “Cell Phone Cancer”** - A prominent University of Minnesota doctor is suggesting that we limit our time on our cell phones. Dr. Chris Moertel is a pediatric oncologist who specializes in brain tumors in kids. He says numerous studies show that people who have used cell phones for 10 years or more face twice the risk of developing certain brain tumors. Dr. Moertel advises parents to check out the evidence and then make the judgement on whether to limit their kids’ cell phone use. **August 7, 2008, WCCO 4 News, “Autism Treatment”** – Parents seeking help for their children with autism are calling on researchers to test an unproven and controversial new treatment option. It’s believed thousands of children are already receiving the treatment, which is not covered by insurance. The treatment is called “chelation”. It’s actually been used for years as a way to treat lead poisoning. Now, however, some are applying it to autism, based on a theory that metals, including mercury from vaccines, contribute to the condition. An I-V is often used to deliver the strongest dose of chelation directly into the bloodstream, but it can also be given orally or through a cream. **August 26, 2008, WCCO 4 News, “MN Delegate”** - A South Minneapolis 17-year-old is the youngest of all the delegates to the Democratic National Convention in the country. However, he’s no newcomer to politics. David Gilbert-Peterson started working inside campaigns when he was 12, making posters and stuffing envelopes. He keeps current on political issues online and with the use of his cell phone. He’ll turn 18 in October, just in time to vote.